

**METHOD AND APPARATUS FOR ALLOWING A BROADCAST TO  
REMOTELY CONTROL A COMPUTER**

**ABSTRACT OF THE DISCLOSURE**

The present invention disclosed and claimed herein comprises a system and  
5 method for launching an advertisement on a computer having an audio input interface  
and a display; an audio output acoustically coupled from a broadcast source to the input  
interface for outputting an audio signal having encoded therein an advertisement; and a  
program operable on the computer and responsive to the audio signal output from the  
broadcast source for reproducing the advertisement upon the display.